



# What's Inside

## Baby BOOM

### 22 Baby Boom

Adorable baby projects to sew and quilt—sure to bring a smile to your customers' faces while they shop and create.

*Bib Pattern: The Bandit Bib, by Rachel Rossi Design, rachelrossi.design*

### 4 Inspiration

As we travel and visit shops, we are inspired by samples, displays, merchandising, product placement, fixtures and more. Share with us what inspires you.

### 6 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

### 10 RETAIL RESILIENCE

#### Lisa Alfonzetti of Pins and Needles

In this new series, Daryl Brower shares stories of shopowners who are finding a way to soldier through challenges—and find success.

### 15 ON OUR COVER

#### QTique by QT Fabrics

Introducing a unique fabric that combines the artisan look and weave of traditional batiks with the softer, silkier finish of printed cottons.

### 16 SELLING SEWING MACHINES

#### Hold On to Today's 'Entry Level' Sewers

In this new column, Amy Baughman offers ideas for inspiring today's pandemic-motivated mask-makers to expand their new, or renewed, interest in sewing.

### 20 ON DISPLAY

#### Every Inch Counts: Make the Most of Bolt Ends

Julie and Kathy take a break from COVID concerns and share a clever tip on turning bolt ends into attractive, proven money-makers.

### 30 THE NECESSARY EVIL OF MRS. HANSON

#### Is It Time for Reinvention?

The disruption of a pandemic may be a good time to rethink your business. Karen Hanson explains how to do so using a business plan template as a guide.

### 32 THE FINE PRINT

#### Let's Keep Calm and Carry On

How do you stay the course and survive the financial and emotional toll of today's stay-home culture and other upheavals? Brian Powers has some advice.

### 34 PROFITABLE PROMOTIONS

#### Start Planning for Stuff My Stocking

'Tis the season to prepare for this Christmas promotion that keeps customers buying throughout December.

### 37 REORDER RELIABILITY

#### Shadow Play by Maywood Studio

Subtle texture and delicate shading distinguish this premium 100% cotton flannel.

### 38 BE THE EXPERT

#### Playing the Long Game

Gaining new shoppers outside your local area via online avenues? Karen Montgomery advises how to hold on to them well past the pandemic.

### 40 SOCIAL CONNECTION

#### Virtual Events: What You Need to Know to Make Them Great

Cheryl Sleboda advises how to keep customers informed about new techniques and products through your shop—and keep event revenue coming in.

### 42 Seven Facebook Live Tips

Heighten interaction with your customers by upping your Facebook Live strategy.

### 44 Sometimes a Great Notion

Introducing new products for professional-looking quilting, proficient pressing, and practical pinning.